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Agenda Item 21

March 16, 2011

TO: MEMBERS OF THE BOARD OF ADMINISTRATION

I. SUBJECT: Public Affairs Update

II. PROGRAM: All

III. RECOMMENDATION: For Information Only

IV. ANALYSIS:

This will be an oral report by the Chief of Public Affairs on recent strategic communications activity and initiatives.

V. STRATEGIC PLAN:

This is not a product of the CalPERS strategic plan, but an ongoing responsibility of the Chief of Public Affairs.

VI. RESULTS/COSTS:

N/A

BRAD W. PACHECO
Chief, Office of Public Affairs

PATRICIA K MACHT
Director, External Affairs Branch